

## Message Text

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43

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 CIAE-00

INR-07 NSAE-00 /043 W

----- 127918

R 140831Z APR 75

FM AMEMBASSY TOKYO

TT RUEHDC/USDOC WASHDC

INFO SECSTATE WASHDC 9384

UNCLAS TOKYO 4857

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT - CGP HOUSEHOLD PRODUCTS  
EXHIBITION

1. EXHIBITION: AMERICAN CONSUMER GOODS EXHIBITION OF HOUSEHOLD  
PRODUCTS

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN  
APRIL 9-12, 1975

3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: FOURTEEN

A) AGENTS AND DISTRIBUTORS APPOINTED: ONE

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION:  
THIRTY-TWO (ONE HUNDRED TWENTY-FIVE LEADS)

C) LICENSE AGREEMENTS SINED: ONE

D) LICENSE AGREEMENTS UNDER NEGOTIATION: TWO (SIX LEADS)

E) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: NONE

4. SALES:

A) IMMEDIATE: \$27,000

B) TWELVE-MONTH PROJECTION: \$3,286,000

5. REGISTERED VISITORS: 1,192 (1,274 HAND-COUNT)

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6. TOTAL EXHIBITORS: THIRTY-TWO (TWENTY-FIVE PARTICIPANTS)

- A) NEW-TO-EXPORT: FOUR
- B) NEW-TO-MARKET: FIFTEEN
- C) OLD-TO-MARKET: THIRTEEN
- D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: TEN
- E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: TWENTY-TWO
- F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: NONE
- G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S. NINE

7. NARRATIVE:

NO FORMAL OPENING RIBBON-CUTTING CEREMONIES WERE CONDUCTED FOR THIS EXHIBITION. HOWEVER, TC HELD A BUSINESSMEN'S RECEPTION DURING EVENING OF FIRST DAY, WHICH ATTRACTED APPROXIMATELY 100 ASSOCIATION EXECUTIVES, KEY MEN, AND MEDIA REPRESENTATIVES. FOLLOWING TCD'S WELCOMING REMARKS, TWO JAPANESE GUESTS OF HONOR, MR. SHINICHI IIDA, PRESIDENT, JAPAN DEPARTMENT STORES ASSOCIATION AND PRESIDENT OF TAKASHIMAYA DEPARTMENT STORE, AND MR. YASUO AMANO, PRESIDENT, ALL JAPAN HOUSEWARES WHOLESALERS ASSOCIATION, MADE BRIEF CONGRATULATORY REMARKS. ELDEN B. ERICKSON, EMBASSY COMMERCIAL COUNSELOR, JOINED THESE GUESTS FOR WALK-THROUGH OF EXHIBITION. ALMOST SIXTEEN PERCENT TOTAL VISITORS TO THIS SHOW WERE FROM OUTSIDE THE METROPOLITAN TOKYO AREA. EXHIBITORS PLEASED EXHIBITION RESULTS.

HODGSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 APR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CLOSE-OF-EXHIBITION REPORT - CGP HOUSEHOLD PRODUCTS EXHIBITION  
**TAGS:** BEXP, JA  
**To:** n/a  
**Type:** TE  
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